

**PROMOTIONAL DATA DELIVERY SYSTEM AND METHOD**

**ABSTRACT:** A promotional data delivery system and method are disclosed by which promoters input to a host computing system their preferred consumer criteria and define their promotional materials, customers provide profiling information and select promotional materials, and a host relates the data pertaining to the promoters and customers to provide or otherwise communicate, preferably in tangible form such as paper via mail or parcel delivery services, promotional information including coupons particularly targeted for and/or selected by the prospective customers.

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